

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

September 9, 2015, 4:00 – 6:00 p.m.  
Hollywood YMCA  
1553 Schrader Boulevard

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
Chase Gordon, Avison Young  
Bill Humphrey, Hudson Pacific Properties  
Melissa Logan, Amoeba Music  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Nourmand, Hollywood Athletic Club  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Fred Rosenthal, Ametron  
Joyce Williams-Maxwell, Emerson College

**Absent**

Fabio Conti, Vice President, Fabiolus Cucina  
David Calabrese – CIM  
Charles Eberly, The Eberly Company  
Arthur Stroyman, Secretary, Kilroy Realty Corporation

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Nicole a'Beckett – Resident  
David Cizanek – Resident  
Steve Seyler – Andrews Int'l  
Carmen Zell – Do Art Foundation

**I. Call to Order**

- Carol Massie called the meeting to order at 4:10 p.m.

**II. Public Comments & Introductions**

- Guests Nicole a'Beckett and David Cizanek, residents of the BID, off Vine Street near Lexington, commented on how unsafe the streets have become because of the homeless and drug use. They especially noted the Taco Bell and Dollar Store near their homes. They feel unsafe walking down the street. On a positive note, they acknowledged the presence of the BID and

commented how much cleaner the neighborhood has become with graffiti removed in a timely manner and the streets cleaned of trash and letter.

### **III. Approval of Board Minutes**

**It was moved by Melissa Logan, seconded by Elizabeth McDonald, and CARRIED to approve the minutes from the meeting on July 14, 2015. Unanimously approved.**

### **IV. Treasurer's Report – Kerry Morrison**

- A. **Financial Statements:** Morrison walked the Board through the August 31, 2015 financial statement. Expenses for August amounted to \$128,129. Morrison noted that the first draft of the new budget will be available in October with approval in November.

**It was moved by Chase Gordon, seconded by Bill Hudson, and CARRIED to approve the June 30, 2015 financial statement. Unanimously approved.**

### **V. COMMITTEE & PROGRAM REPORTS**

#### **A. Streetscape & Planning Committee – Chase Gordon and Matthew Severson**

1. **Public Art** – Carmen Zell updated the board on the art for the ten (10) utility boxes. With 48 submissions, the number was narrowed to four (4) by the Streetscape & Planning Committee. Of those four (4) the board selected their top two, artist number three (3) and artist number four (4). These will be submitted to Councilmember Mitch O'Farrell for final selection.

**It was moved by Chase Gordon, seconded by Michael Pogorzelski, and CARRIED to submit the board's two artist choices (#3 and #4) to Councilmember Mitch O'Farrell. Unanimously approved.**

2. **Tree Planting Status** – 43 trees have been planted to replace the damaged Vine Street trees at a cost of \$12,000. \$5,000 remains in the budgeted funds and can be used to add more trees in the District.

**It was moved by Kitty Gordillo, seconded by Michael Nourmand, and CARRIED to utilize the remaining \$5,000 for additional tree planting projects at the direction of the Streetscape & Planning Committee. Unanimously approved.**

3. **New Street Furniture** – Severson presented the board photos of selected trashcans to unify and replace existing trashcans noted on the map also presented. The existing cans will be placed on side streets throughout the BID. A pilot program was suggested using four (4) planters matching the trashcans on the corner of Sunset and Vine.

**It was moved by Brian Folb seconded by Fred Rosenthal, and CARRIED to purchase ten (10) new trashcans and four (4) planters at a cost of \$13,500. Unanimously approved.**

**B. Marketing and Communications – Devin Strecker and Joe Mariani**

1. **Sunset & Dine** – Strecker noted that we are 16 days away from the event on September 24, 2015, at BuzzFeed Motion Pictures. The final committee meetings are September 10<sup>th</sup> and 17<sup>th</sup> at 9:30 a.m. in the BID office. All board members are invited to attend these meetings as well as sell/purchase ten (10) tickets each. Thursday, September 10<sup>th</sup> is the media event for pre-tasting. Invited are media food writers/bloggers and major sponsors.
2. **#OIH2015 Only in Hollywood Music and Arts Festival** - There has been a great response from the Hollywood community to this four-day festival. The Steering Committee has reached out to KCRW as a possible media partner, Strecker reported. Morrison handed out a list of the committee members as well as partners for the event. Many of the venues are within the Sunset BID, including the event hub at Space 15 Twenty. Sponsors are needed as well as financial assistance from the CHC. HED supported the event with \$20,000. It was requested that the CHC approve \$10,000 - \$5,000 for temp help and an additional \$5,000 for expenses.

**It was moved by Brian Folb seconded by Chase Gordon and CARRIED to approve \$10,000 from the Marketing Budget to support the OIH Music + Arts Festival and to assist with event temp help and additional operating costs. Unanimously approved.**

**C. Security Committee –Kerry Morrison**

1. **Hollywood Safe Sidewalks** – An educational handout for visitors and pedestrians was presented to the board by Morrison. This flyer is part of the public education campaign to discourage giving to panhandlers. Board members responded positively wanting copies to hand out to their tenants, students, guests, and employees. 10,000 copies were made for the first run. Board members requested an electronic copy of the flyer to include in their newsletters. Strecker will email this to the board.
2. **Homeless Issues** – Morrison and Seyler reported that the rise in homelessness has included the presence of a new demographic – younger, and prone to drug use. There is also evidence of increasing violence among some walking the streets; perhaps related to mental illness or drug use. The BID Patrol has fielded 500 more calls for service at this point in 2015 as compared to same time last year. They have been documenting this situation and noted a 144% increase in homeless individuals sleeping in the two BIDS from June 2013 to June 2015. This new group does not want housing assistance. New tenants, residential and business, are concerned about moving into the area because of safety issues. The board asked what more could be done. Morrison suggested writing a letter to Mayor Garcetti and to copy Councilmember Mitch O’Farrell. The board agreed and asked staff to send a letter on their behalf asking for a meeting with a representative of the Mayor’s office at a future board meeting.

3. **AB718** – Joe Mariani presented information about a bill sponsored by Assemblymember Chu making it legal to live in your vehicle if it is legally parked. It places restrictions on law enforcement ability to enforce certain laws and could lead to people living on the streets in residential neighborhoods and other areas where there are few parking restrictions. This bill passed the State Assembly, but missed passing the Senate by two (2) votes. Mariani indicated that the staff would like the board to take a policy position on any bill that has elements involving living in the public right-of-way so that staff can advocate on behalf of the interests of the BID community.

The policy presented for consideration of the board reads thusly:

As longstanding promoters of permanent supportive housing and assisting homeless individuals in moving from the street and into supportive services, the Central Hollywood Coalition moves to adopt a policy that would allow staff to oppose any proposed legislation that would negatively affect the public realm in our district. This would include enabling individuals to use public sidewalks and streets for living quarters, thereby impacting pedestrian and vehicular traffic from utilizing these spaces for their originally intended purposes. The CHC also moves to maintain its working relationship with homeless service providers in Hollywood and to continue to promote the development of affordable housing in the district.

**It was moved by Kitty Gordillo, seconded by Michael Nourmand, and CARRIED to authorize staff to advocate on behalf of the board in support of the policy position guiding living in the public realm presented at today's meeting.**

#### **VI. Staff Reports**

- A. **Public Records Request by Adrian Riskin** – Riskin has made five (5) additional requests. Morrison will continue to comply within the timeframes allotted under state law.
- B. **Nominating Process 2016** – Morrison and Massie will be meeting to appoint the nominating committee for the 2016 board.
- C. **All Property Owners Meeting** – The August 13<sup>th</sup> meeting was a huge success. Close to 100 stakeholders and residents attended. Speakers included City Attorney Mike Feuer, Council Member Mitch O'Farrell, Lt. Alex Baez from the Hollywood Division of the LAPD, Nat Gale from the Mayor's office, the two BID's presidents – Massie and Yamada, and the HPOA staff who addressed issues affecting Hollywood.

#### **VII. Next Meeting**

Tuesday, October 13, 2015 at 4:00 p.m. at the Hollywood YMCA.

#### **VIII. Adjourn**

The meeting was adjourned at 6:00 p.m.